



**NORTH  
OF TYNE**

~~~~~  
**COMBINED  
AUTHORITY**

**BUILDING A THRIVING CULTURE,  
CREATIVE AND TOURISM ECONOMY**

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**NOVEMBER 2023**

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Our region offers a wealth of opportunities for the Culture, Creative and Tourism economy. Through a series of investment programmes, we are delivering business support, skills and funding opportunities to businesses and residents. This brochure details what options are available, how to access support and where to find further information.

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# INTRODUCTION

Heritage, creativity, culture and events are crucial to the identity and wellbeing of our communities and a vital part of the economy, providing jobs and opportunities for thousands of residents and attracting visitors, talent, businesses and investment.

The culture and visitor economy offers enormous opportunities to support growth and the North of Tyne Combined Authority is developing innovative, sustainable and inclusive programmes and partnerships that can help raise the profile of the region, as both a visitor destination and as an attractive environment for creative and cultural businesses and freelancers to start-up, grow and flourish.

Through significant investments, targeted funding and bespoke programmes of work our aim is to revitalise and expand the cultural and creative sector, making it a vibrant, sustainable and growing part of our economy. We aim to help drive new opportunities for individuals and businesses to thrive, creating a brighter and more prosperous future for our region.

Our programme of support is diverse but interlinked and includes activity focused on:

- Ecosystem development and supply chains
- Business support
- Access to finance
- Innovation
- Workspace provision
- Education-led skills interventions
- Raising the profile of the region
- Attracting talent
- Attracting visitors
- Support for the visitor economy
- Community outreach
- Events

THROUGH A BESPOKE PROGRAMME OF SUPPORT WE WILL:



SUPPORT  
**3,000 BUSINESSES**



**ENABLE 2,000**  
PEOPLE INTO EDUCATION  
OR TRAINING



**ENGAGE 1.5M**  
RESIDENTS AND VISITORS



ENABLE OVER  
**3,000 BUSINESSES**  
THROUGH OUR  
TOURISM PROGRAMME

# SUPPORT

Our region has a vibrant and dynamic creative scene, with an array of talented individuals and businesses spanning the screen industries, visual arts, crafts, design, performing arts, music, literature and beyond.

## WHO IS ELIGIBLE FOR SUPPORT?

If you are a creative business, freelancer or individual, you can benefit from a comprehensive portfolio of support packages and funding opportunities, specifically designed to elevate your venture to new heights.

With tailored support designed for the creative sector, the region presents an exceptional environment for starting, growing, or relocating your business, enabling you to unleash your full potential in the creative industries.

Whether you are just beginning your journey, seeking to enhance your skills, or considering a new career, there are programmes to cater to your unique needs and aspirations.

In addition, there is an extensive range of support for creative individuals based in our region.

## OUR SUPPORT ENCOMPASSES A DIVERSE ARRAY OF SECTORS, INCLUDING:

IT, Software and Computer Services	Museums, Galleries and Libraries	Film and TV	Performing Arts	Music	Advertising and Marketing
Design (Product, Graphic)	Education and Training	Photography	Publishing	Crafts	Fashion
Radio and Audio	Animation and VFX	Video Games	Heritage	Architecture	

## WHAT SUPPORT IS AVAILABLE?



### BUSINESS SUPPORT

Creative freelancers and businesses can access guidance, resources and tools to help them thrive.

Tailored advice, network opportunities and practical solutions allow businesses to navigate challenges and seize opportunities.



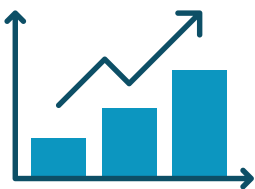
### SKILLS DEVELOPMENT

With a focus on nurturing talent, our programmes cater to individuals at various stages of their creative journey. Through workshops, mentorship and training opportunities, participants can expand their skill sets and confidence, enhance their expertise and advance their careers in the sector.



### ACCESS TO FINANCE

A range of finance and investment support options are on offer to help drive success. From grants and loans to investment opportunities, there is support available to help bridge financial gaps, foster innovation and stimulate growth.



### HIGH GROWTH POTENTIAL

For businesses with potential for high-growth between seed and scaling stages, we provide the targeted support and investment they need to grow and turn innovative ideas into the leading creative businesses of the future. Support is available to ensure businesses are investment ready by providing tailored mentoring, networking and pitching events, ensuring innovative ideas flourish for future success.

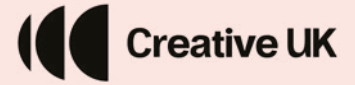


### TOURISM & EVENTS

Recognising the importance of tourism and events in showcasing the region's creative talent and cultural heritage, we aim to enhance visitor experiences and foster collaboration within the industry. By providing resources, promotion and networking opportunities, we support the development of world-class events and tourism initiatives that draw visitors and contribute to economic growth.

# CULTURE AND CREATIVE INVESTMENT PROGRAMME

## THE PROGRAMMES



### WHAT'S THE PROGRAMME?

A combined package of support designed to grow the creative and cultural industries in the region.

This includes business support, workshops and bootcamps, webinars, networking opportunities and funding (grants, loans and equity investment).

The Culture and Creative Investment Programme is delivered in partnership with Creative UK.



### WHO IS THIS FOR?

Freelancers and businesses working in the culture and creative industries in North Tyneside, Northumberland and Newcastle.



### HOW DO I ACCESS?

To find out more information please visit [wearecreative.co.uk/northoftyne](http://wearecreative.co.uk/northoftyne) or if you'd like to get in touch to register with the programme please email [northeast@wearecreative.co.uk](mailto:northeast@wearecreative.co.uk)



**BUSINESS SUPPORT**



**SKILLS**



**ACCESS TO FINANCE**

The Culture and Creative Investment Programme offers a combined package of financial and business support designed to grow the creative and cultural industries in the region.

Through enhancing business skills, supporting the development of new products and services and enabling businesses to grow, the aim is to create a more resilient and sustainable economy for culture and creative freelancers and businesses.

The programme promotes sustainability, innovation, diversity and economic growth, while creating job opportunities, safeguarding shared spaces and enhancing opportunities for cultural experiences.



For more information about this programme or to contact one of the team to discuss, please head to [wearecreative.uk/northoftyne](https://wearecreative.uk/northoftyne)

## Priorities

- Sustainability and resilience in culture and creative sectors
- Innovative partnerships with other sectors
- Increased investment and economic growth
- Enhanced opportunities for cultural experiences.

## Access to Finance includes



LOANS



EQUITY INVESTMENTS



GRANTS

## Business Support



LED BY  
**INDUSTRY EXPERTS**



OPEN ACCESS  
**NETWORKING EVENTS**



**MASTERCLASSES  
AND BOOTCAMPS**

Business support events cover a wide range of topics, including net-zero and sustainability, financial reporting and digital adoption. Plus, practical and helpful solutions designed to tackle challenges facing businesses in the sector that impede growth.



# CREATE GROWTH PROGRAMME

## THE PROGRAMMES



### WHAT'S THE PROGRAMME?

Bespoke support for high growth creative businesses to become investment ready by developing businesses knowledge, skills and access to finance. Delivered in partnership with Creative UK and Innovate UK.

### WHO IS THIS FOR?

Businesses with high growth potential operating in the North East of England and in the following sectors

- IT/Software and Computer Services
- Design/Designer Fashion
- Publishing
- Film and TV

### HOW DO I ACCESS?

To find out more information please visit [www.wearecreative.uk/north-east-cgp](http://www.wearecreative.uk/north-east-cgp) or if you'd like to get in touch to register with the programme please email [northeast@wearecreative.co.uk](mailto:northeast@wearecreative.co.uk)



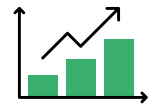
**BUSINESS SUPPORT**



**SKILLS**



**ACCESS TO FINANCE**



**HIGH GROWTH POTENTIAL**

A package of support designed for creative businesses with high-growth potential, between the seed and scaling stages, with the support they need to grow their business and turn their innovative creative ideas into the leading creative businesses of the future.

A core focus of the North East Create Growth Programme is supporting businesses in planning for and securing investment to enable growth.

Businesses will have tailored support to make them investment ready and have the opportunity to pitch to investors.



Creative UK



To apply now for the North East Create Growth Programme, chat to the team or find out more please contact [northeast@wearecreative.uk](mailto:northeast@wearecreative.uk)

Register for more information at [www.wearecreative.uk/north-east-cgp](http://www.wearecreative.uk/north-east-cgp)

Businesses can be classed as 'high-growth potential' if they are able to demonstrate the following:

- Turnover growth of 10% year-on-year over approx. 3 years
- Employing a minimum of 2 people over the last two years
- Created a revenue generating product, launched a new platform or service or reached a market of scale
- Generated a sales revenue in the last 2 years.

### **Funding**

Innovate UK are an investment partner in the national Create Growth programme and run funding competitions to facilitate business growth. Targeted finance will be provided to selected businesses who can demonstrate that they are investment ready and can grow through leveraging further private investment.

### **Business Support**

The programme offers bespoke business support that is tailored to the specific needs of high-growth potential creative businesses, with the aim of building business management skills and understanding the different finance routes to support business growth and investment readiness.

Support initiatives include a suite of workshops, (covering topics such as Intellectual Property, business models and access to new markets), as well as one-to-one mentoring and peer learning.



### **Investment Bootcamps**

An opportunity for cohorts of 20 high-growth businesses. This intensive 6-month course offers a comprehensive suite of tools to help founders assess their businesses, craft growth strategies, establish investment objectives and network with potential investors. The programme is designed to be flexible, with tailored 1-2-1 sessions and peer group sessions. By the end of the programme, each participant will be able to take their business to new heights with newly developed knowledge and skills.

### **Events and Networking**

A series of engaging events designed for creative businesses to gain valuable insights into the programmes available and learn how to access support. These events will provide an opportunity to connect with regional Creative UK team members and engage in conversations to learn more about what support is available to help your business grow.

# NORTH EAST SCREEN

## THE PROGRAMMES



### WHAT'S THE PROGRAMME?

The package of support aspires to develop a vibrant screen industry in the North East by integrating various sectors and promoting diversity and inclusiveness.

Funded by the North East Screen Industries Partnership, support includes:

- **A Film Service:** to attract production companies to film in the region
- **A North East Production Fund:** to increase the number, quality and diversity of film and TV productions produced in the region
- **A Skills and Education Service:** to support new entrants into the industry and to up skill existing employees to support career progression
- **Business Development and Support:** to support sector growth in the region



### WHO IS THIS FOR?

Talent and professional development support for home grown freelancers (writers, producers, directors and homegrown filmmakers). Connecting experienced crew to job opportunities and, for those starting out who want to work in the film and TV industry, signposting to relevant opportunities.



### HOW DO I ACCESS?

To register or find out more head to [northeastscreen.org](http://northeastscreen.org)



**BUSINESS  
SUPPORT**



**SKILLS**



**ACCESS TO  
FINANCE**

North East Screen is North East England's screen industries development agency.

Working with emerging professionals, homegrown filmmakers and production companies specialising in film, TV and screen-based arts, developing them through their North East Screen Crew Academy and Talent and Business Development programme. Through their Film Office, they support film and TV production shooting anywhere in the region, providing a free and invaluable resource to maximise the benefits of filming in the North East.

North East Screen currently works in partnership with the region's local authorities and combined authorities, and has links to commissioners, production companies and TV networks, all to make the North East a Filming Friendly region for all productions.



### BUSINESS SUPPORT & PROFESSIONAL DEVELOPMENT

North East Screen hosts a number of networking events, workshops and bootcamps designed to support those in the industry. From signposting to funding opportunities and support on pitch development to ensuring your business is fit for purpose and commission ready.

To find out more about North East Screen or register, please head to [northeastscreen.org](https://northeastscreen.org)

## FUNDING OPPORTUNITIES

There are various support initiatives and funding options for both crew and production companies based in the region.

### North East Production Fund

Open to both local and national companies, the fund aims to catalyse the sustainable growth of the region's film and TV production sector by investing in a portfolio of distinctive, high-quality projects that will collectively contribute to the North East region increasing the on-screen visibility and actively contribute to employment of locally based crew, spend in region and improved equality, diversity and sustainability.

For more information, or to complete an Expression of Interest, please visit [northeastscreen.org/project/production-fund](https://northeastscreen.org/project/production-fund)

### REACH Development Grant Awards

REACH Film and TV Development Grant Awards are designed to fund the development phase of exceptional film and television projects and support the growth of eligible SME creative businesses based in the North East of England.

Successful projects need to be high-quality, viable and capable of taking your work to the next level. Projects should have a viable route to production and support the creative and professional development of writers, directors, producers, craft and technical talent based in the North East.

Grants subject to availability. To find out more, please email [talent@northeastscreen.org](mailto:talent@northeastscreen.org)

### Going Places (Bursary Fund)

Going Places is a bursary fund that supports travel and accommodation costs for North East based professionals starting out in film and TV aiming to overcome socioeconomic and geographical barriers.

The fund supports those with less than two years experience in the film and TV industry who have secured short term unpaid work experience, trainee placements, interviews held outside of the north east, training and networking opportunities.

Awards will be between £100 and £500 for a maximum of six weeks.

Applications can be made online here [northeastscreen.org/project/going\\_places/](https://northeastscreen.org/project/going_places/)

## SKILLS DEVELOPMENT - NE CREW ACADEMY

### Are you passionate about working in Film and TV?

The NE Screen Crew Academy can help make a dream career more accessible than ever before. The comprehensive support system includes bootcamps, masterclasses, workshops, careers events, on-set open days and shadow placements offering invaluable advice on how to get a foot in the door of the industry and jumpstart a career.

North East Screen are committed to promoting equality, diversity and inclusivity in the screen industries, providing opportunities that create a workforce reflective of the UK's diversity. The academy also aims to support production companies to confidently recruit those new to the industry into various roles.

# CULTURE AND CREATIVE ZONES

## THE PROGRAMMES

### WHAT'S THE PROGRAMME?

A CCZ is a designated area set up to support people and grow businesses working in the cultural and creative industries, providing a supportive and attractive environment for cultural and creative businesses and people to locate, start-up, grow, and flourish.

Delivered by the local authorities of Newcastle, North Tyneside and Northumberland, in partnership with local creative and cultural organisations.



### WHO IS THIS FOR?

Businesses and individuals in the North of Tyne CCZ area working, or aspiring to work, in the creative or cultural industries.



### HOW DO I ACCESS?

Each Zone is at a different stage of development. Opportunities will be shared by each Zone and local cultural partners.

For further information please refer to contact details below



**BUSINESS  
SUPPORT**



**SKILLS**

The North of Tyne Culture and Creative Zone (CCZ) Programme is a new programme that aims to establish a supportive and attractive environment for creatives and cultural businesses to locate, start-up and grow.

Three CCZs have been awarded funding from the NTCA for five-year pilot projects:

- Creative Central: NCL, Newcastle upon Tyne
- North Shields Cultural Quarter, North Tyneside
- Create Berwick, Northumberland

The CCZs will provide an access point to support and encourage collaboration within the sector. This will ensure that no matter where in North of Tyne an independent artist, creative professional or business is located, they will have access to the networks and support to enable them to grow.

This approach will support the growth of the sector, helping artists, creatives and cultural businesses to connect with like-minded professionals, offering support for business growth, skills development programmes and networking opportunities.

Each Zone is developing a tailored programme of support which typically includes:

- provision of affordable creative workspace
- access to business support
- skills development opportunities
- engagement with local communities

## CREATIVE CENTRAL: NCL NEWCASTLE UPON TYNE

### Where is it?

Newcastle city centre's conservation area, from Grainger Market in the North to the Centre for Life in the South, The Common Room in the East and the Discovery Museum in the West.

### What is the aim?

To create a vibrant, distinctive creative district where artists, creatives, cultural practitioners and creative businesses can start, grow and establish themselves as sustainable contributors to the creative and cultural landscape of the city.

### What's next?

- A small grant scheme supporting the development of creative workspaces
- 12 creative skills and business support pilot projects
- Collaborative projects with Newcastle College, Newcastle University and Northumbria University
- An engagement strategy incorporating an artist in residence programme and micro commissions.

For more information

[www.creativecentralncl.com](http://www.creativecentralncl.com)

## NORTH SHIELDS CULTURAL QUARTER NORTH TYNESIDE

### Where is it?

The heart of North Shields, from Northumberland Square in the town centre down to the Fish Quay, with a particular focus around the crossroads of Howard Street and Saville Street.

### What is the aim?

To provide affordable work and performance space for a new creative cluster, along with business support to enable creative enterprises to flourish, regenerating this historic part of North Shields and attracting visitors.

### What's next?

Development of the Exchange, Globe Gallery and Cultural Business Centre has begun. Generator NE have been appointed to deliver bespoke business support, Helix Arts has been appointed to develop a programme of mentoring and peer networking, a cultural and creative grants programme has been launched, & cultural organisations are being invited to shape an events programme.

For more information

[www.nscq.co.uk/](http://www.nscq.co.uk/)

## CREATE BERWICK NORTHUMBERLAND

### Where is it?

Within the historic walls of Berwick's town centre, between The Maltings and Berwick Barracks.

### What is the aim?

Through innovative culture-led regeneration and by nurturing creative communities, Berwick will be a thriving creative hub that invests in community, creative practitioners and cultural organisations to generate new opportunities and experiences.

### What's next?

A new Cultural Investment Plan is being launched, along with a Creative Skills and Business Development programme for creative practitioners, cultural organisations and communities. Working with local partners a new cultural events programme will celebrate Berwick's unique heritage and attract visitors, while pop-up creative spaces will reanimate the town centre and drive demand for a new creative studio and resource hub.

For more information

[www.createberwick.co.uk/](http://www.createberwick.co.uk/)

# SKILLS FOR GROWTH

## THE PROGRAMMES

### WHAT'S THE PROGRAMME?

Free flexible courses of up to 16 weeks for individuals to build sector specific skills.

These bespoke training solutions are designed to bridge skills gaps within the sectors. By having the employer at the centre of training and development, they aim to equip people with the skills they need to secure roles in the creative industries.

### WHO IS THIS FOR?

Anyone regardless of age or background based in the North of Tyne area and looking to develop skills for jobs in the Culture, Creative and Tourism sectors. Plus, those already in the industry looking to develop further skills or retrain.

### HOW DO I ACCESS?

For more information please see [www.northoftyne-ca.gov.uk/projects/skills-bootcamps](http://www.northoftyne-ca.gov.uk/projects/skills-bootcamps)



### SKILLS

## MUSIC AND PERFORMING ARTS PROFESSIONALS AND TECHNICIANS

### - DELIVERED BY GENERATOR NE

- New Level 3 qualifications
- Clear career progression and entry-level job opportunities
- Off-stage technical, creative and managerial roles

Developed in close consultation with industry partners and world recognised experts, these unique qualifications give you the knowledge and understanding you need to begin a new career in the music and live performance industries, whatever your background.

### Technical Skills for Music, Theatre and Performing Arts

Delivered with Newcastle College and Susan French Events, in real working venues – including partners Northern Stage and Live Theatre. By working with professionals, this gives participants the skills they need to work in the smallest grass-roots venue up to the largest arena. Starting September 2023.

### Diploma in Creative Entrepreneurship

Delivered with TheWRD from The Ivors Academy, designed to help participants develop themselves and the connections they need to pursue a creative career in music – from management to publishing to production.

For more information head to [generator.org.uk](http://generator.org.uk)

For more information please see

[www.northoftyne-ca.gov.uk/projects/skills-bootcamps](http://www.northoftyne-ca.gov.uk/projects/skills-bootcamps)

## MAKING CREATIVITY WORKS

- DELIVERED BY  
SIGNPOST PRODUCTIONS

- Improving diversity in the screen sector
- Providing practical training to build skills, confidence and knowledge

Making Creativity Works is a training course led by industry experts helping to equip people with the skills they need for a career in film, television or video production.

Delivered by Signpost Productions, which is part of ITV and Beacon Films, two North East production companies that work with deaf, hearing, disabled and non-disabled screen creatives.

The programme aims to improve diversity in the screen sector and offers over 100 hours of hands-on training giving people the skills, confidence and knowledge to develop a career in the industry. It includes a series of production based modules, no previous experience is necessary.

Some of those taking part in Making Creativity Works are expected to gain paid employment, others may get work experience and some will be signposted to higher and further education or further training.

For more information head to [signpostproductions.tv](http://signpostproductions.tv)

## SKILLS AND TALENT DEVELOPMENT PATHWAYS FOR CREATIVE PRACTITIONERS

- DELIVERED BY  
THE NEWBRIDGE PROJECT

- For visual and multi disciplinary artists
- Artist skills and career development
- Bursaries available

Delivered in partnership with Newcastle University, this artist development work is sector-leading and needs-based. The programme offers pathways for freelancers to develop high-level skills in creative arts practice through a range of initiatives, activities and bursaries. The skills development work is delivered through three core programmes:

- **Create/Disrupt**, for creatives and aspiring creatives with no formal education interested in pursuing a career in the arts.
- **The Collective Studio**, a graduate development programme for recent graduates and creatives with no formal education working at an equivalent standard.
- **Practice Makes Practice**, an artist career development programme developed by artists for artists.

To remove financial barriers, the programme also offers bursaries for membership and placements.

For more information head to [thenewbridgeproject.com](http://thenewbridgeproject.com)

## WRITING & PUBLISHING SKILLS HUB

- DELIVERED BY  
NEW WRITING NORTH

- Enhancing literacy skills
- Supporting writers and creative freelancers

Launched in Autumn 2022 the Writing and Publishing Skills Hub is empowering people across the region with an exciting range of courses, activities and events to build skills and careers in the sector.

Over three years, New Writing North's Skills Hub will offer various opportunities, including school roadshows, networking, business training, professional development, conferences and courses for aspiring creatives. The initiative aims to create or enhance 16 areas of work, fostering industry pathways and promoting unique skills growth in the region.

For more information head to [newwritingnorth.com](http://newwritingnorth.com)

# TOURISM AND EVENTS



**BUSINESS SUPPORT**



**ACCESS TO FINANCE**



**TOURISM & EVENTS**

The North East has a unique blend of history, culture and natural beauty from Newcastle’s vibrant city centre, to Northumberland’s charming market towns and countryside, to the stunning coastline spanning from North Tyneside to the Scottish Borders. It is home to some of the UK’s most popular events and the thriving tourism trade attracts visitors from all over the world.

The North of Tyne Combined Authority works in partnership with regional Destination Management Organisations; Visit Northumberland, NewcastleGateshead Initiative, and North Tyneside Council, as well as the region’s local authorities, to invest into the tourism ecosystem encouraging visitors to stay longer, do more and spend more.

Our goal is to inspire visitors and residents alike to enrich their physical and mental wellbeing by highlighting the exceptional experiences offered through captivating events and bookable products. Fostering an environment where everyone can create unforgettable memories is an investment in the community’s wellbeing and a step towards building a vibrant, sustainable future that benefits everyone in the region.

For more information please email [cultureandcreative@northoftyne-ca.gov.uk](mailto:cultureandcreative@northoftyne-ca.gov.uk)

## EVENTS

The North of Tyne Combined Authority has proudly supported a diverse range of cultural events, with a packed calendar planned for the near future.

### Great North Run 2021

The Great North Run is the biggest half marathon in the UK with **over 57,000 runners** taking part in the iconic event.



### North of the Tyne, Under the Stars

North of the Tyne, Under the Stars was a series of spellbinding outdoor events held in 2022, produced by Pinwheel and DAT Events and commissioned by the North of Tyne Combined Authority. The visual story telling was inspired by local stories and landscapes from across Newcastle, Northumberland and North Tyneside. Encapsulating spectacular projection, fire and music, the event

**attracted over 44,000 visitors to the region.**

### Morph

The world’s first ever Morph art trail, ‘Morph’s Epic Art Adventure’ hit the streets of North Tyneside from January to April 2022

**over 60,000 visitors.**



## Hadrian's Wall 1900

In 2022, Hadrian's Wall 1900 celebrated the 1900th anniversary of the beginning of the construction of Hadrian's Wall. Over 3,000 individual events took place throughout the year-long celebration.



Hadrian's Wall 1900 celebrations



Illuminated Sheep Arts Trail

## Illuminated Sheep

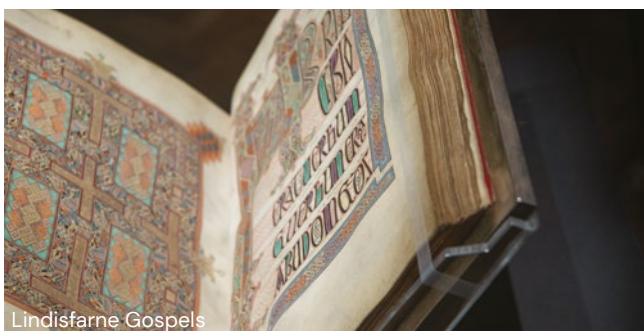
A visual arts trail lit up Northumberland in Autumn 2022 to celebrate the arrival of the Lindisfarne Gospels in the North East that **attracted over 270,000 people.**



Rugby League World Cup 2022

## Rugby League World Cup 2022

The Rugby League World Cup 2022 started in Newcastle and brought a cultural festival to kickstart the tournament. Ahead of the opening fixture at St James Park, an outdoor performance brought the Rugby League World Cup onto the streets of Newcastle. This specially commissioned free show, featured dance, music and aerial performance, tells three unique stories about the game and its people, charting how it has evolved from its roots to the sport it is today.



Lindisfarne Gospels

## Lindisfarne Gospels

The Lindisfarne Gospels' celebrates the most spectacular surviving manuscript from early medieval Britain. The exhibition ran from September to December 2022 and **attracted over 56,000 visitors.**



North Sea Weekender

## North Sea Weekender

Thousands of people attended the 2022 North Sea Weekender which was held along the stunning North Tyneside coast. Activities included the Tynemouth Surf Open, an opportunity to participate in a range of water sports, pop-up food and drink stalls and live music events.

## WHAT'S THE PROGRAMME?

# TOURISM PRODUCTS

Visitors can explore new adventures and immerse themselves in the region's attraction thorough bookable packages, tours and experiences.

In collaboration with North of Tyne Combined Authority, local authorities and Destination Management Organisations, we have developed a diverse array of activities and thoughtfully curated experiences are designed to captivate, inspire and create lasting memories for visitors.

### **New Adventures**

An award-winning product that seamlessly brings together both novel and established experiences, enabling visitors to conveniently book a wide array of activities and accommodations in the region.

Bringing together a range of bookable activities, experiences and products across Newcastle, North Tyneside and Northumberland, from fine-dining, active pursuits or longer escapes, the website offers visitors an insight into everything that is going on in the North of Tyne.

Delivered by NewcastleGateshead Initiative, please visit [New Adventures](#) for more information



## Everybody Welcome

A free package of support, led by NewcastleGateshead Initiative for hospitality and tourism businesses aimed at helping them support visitors with access requirements, both visible and hidden. This programme gives those businesses who sign up access to staff training, toolkits and expert guidance on addressing various disabilities and accessibility needs.

Using the digital platform WelcoMe, visitors can access information tailored to their specific requirements and communicate with venues prior to their visit. This approach ensures a warm, inclusive and welcoming environment for everyone, including individuals with additional access needs, seniors and families.

For more information on this project, please visit [ngi.org.uk/ew](http://ngi.org.uk/ew)



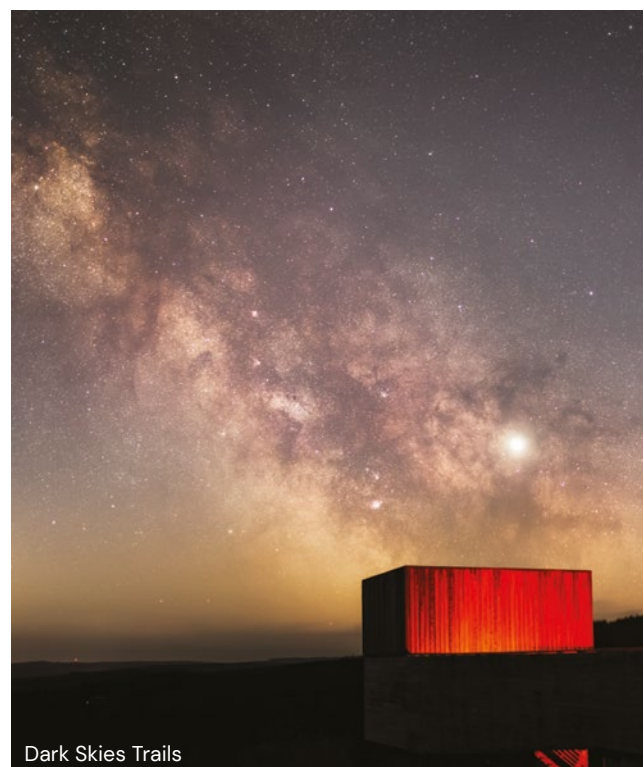
Newcastle Gateshead Initiative

## Dark Skies Star Trails

Northumberland officially has the most pristine dark skies in England; on a clear night, you can see thousands of stars, the Milky Way and even the Andromeda Galaxy with the naked eye.

Led by Visit Northumberland, a range of bespoke packages are offered to visitors of Northumberland who wish to experience the Dark Skies. Partnerships between visitor attractions, accommodation providers and activity suppliers are offering products to visitors to experience the ultimate Dark Sky adventure.

For more information on this project, please visit [www.visitnorthumberland.com/explore/destinations/darkskies/experiences](http://www.visitnorthumberland.com/explore/destinations/darkskies/experiences)



Dark Skies Trails

# SUCCESS STORIES

There have been some incredible success stories that have emerged from the funding provided to date through our programmes, these narratives showcase the impact they have had.



**TOURISM &  
EVENTS**

## North of the Tyne, Under the Stars

Visitors to Newcastle City Centre enjoyed spellbinding illuminated installations as free art festival North of the Tyne, Under the Stars came to town.

Inspired by the legends and landscapes of the North of Tyne region, the six installations took visitors on a journey through the history and culture of the north east.

From an enormous zoetrope powered by the inventiveness of the region, to a collection of ethereal, ghostly creatures and an ever-changing magic carpet of intricate patterns inspired by Geordie culture, these enchanting works played out across the city's iconic buildings and streets.

The festival proved popular with visitors, with thousands of people enjoying the event over four nights, from Thursday 10 to Sunday 13 March 2022.

North of the Tyne, Under the Stars was produced by Pinwheel and DAT Events and commissioned by the North of Tyne Combined Authority.

[www.pinwheel.org.uk/ntus](http://www.pinwheel.org.uk/ntus)

## The 40th Great North Run

The 40th Great North Run was delivered with funding from the North of Tyne Combined Authority.

Due to COVID restrictions the world's largest half marathon had a brand new route with the course starting and finishing in Newcastle City Centre, changes to the start were also made, in order to keep participants as safe as possible on the day.

As part of the celebrations, The Great North Thank You Campaign, was launched and featured 13 inspirational individuals in a large-scale visual installation along the route of the course. For each mile of the Great North Run, Great North Heroes were selected and celebrated for their contribution to the local community during the country's battle with COVID. They included NHS Staff, Fundraisers, Teachers, Coaches, Care Workers and Mental Health Champions.

With over 57,000 participants, the event received unprecedented positive feedback.

[www.greatrun.org](http://www.greatrun.org)



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## Culture and Creative Investment Programme

### Tiny Dragon Productions

An early stage creative SME based in Newcastle, has secured a loan investment from the North of Tyne Culture and Creative Investment Programme in partnership with Creative UK. The company produces location-based immersive experiences using mixed-reality and multi-sensory storytelling, offering shows that combine immersive audio and visuals built into a bespoke shipping container for family and young audiences. Tiny Dragon Productions has been awarded a loan of £25,000 via the Creative Boost strand of the North of Tyne Culture and Creative Investment Programme to finance the purchase of key equipment that will build their capacity and catalyse their first full trading year.

### Arcus Studios

A multi-award-winning animation and multimedia company based in Newcastle upon Tyne, has received a £150,000 investment from the North of Tyne Culture and Creative Investment Programme. Having worked with clients such as the BBC, E4 and the McMillan Trust since forming in 2010, the capital injection will provide support for cashflow stability, capacity building through staff team expansion and value addition through enhanced financial governance.

[Read more](#)

## North East Screen champions local talent, assisting crew in job opportunities.

Two residents from the North East have gained production trainee positions on the latest series of the long running TV drama, Vera.

With help and support from North East Screen, the region's screen agency, the two trainees had developed their skills and confidence through events and networking sessions before securing work on series 12 of the iconic drama, Vera, shot in the North East.

Kerry Ward:

"I went to an online Crew Academy Bootcamp during the pandemic which helped me get on to the North East Screen Crew Academy. I found the sessions to be useful and interesting. Since then North East Screen has provided me with the opportunity to attend different talks that have helped with my confidence and to get myself out there, talking to people from the industry. I currently just want more experience and to keep jobs coming in. I like getting paid for something I enjoy."

Katie Jenkins:

"I attended a North East Screen social event. There was a real mix of people at the event from producers and directors of photography to camera trainees and assistants. I found it extremely useful."

[www.northoftyne-ca.gov.uk/news/vera/](http://www.northoftyne-ca.gov.uk/news/vera/)



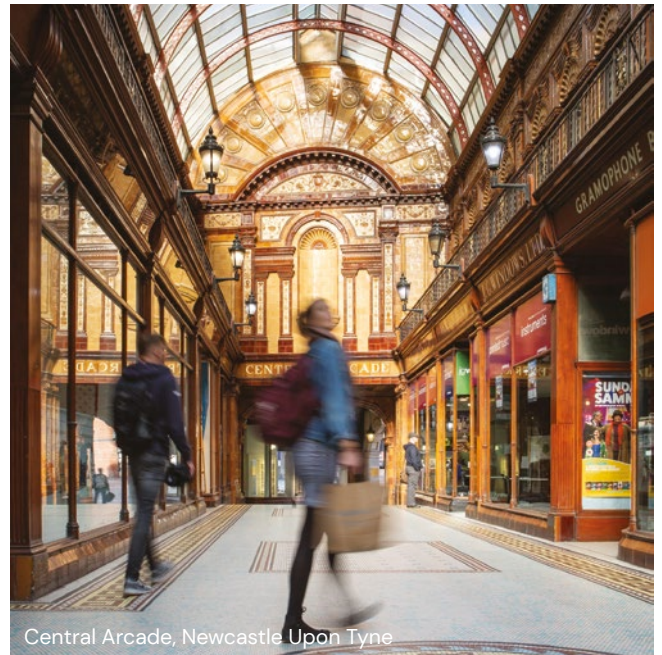
Rugby League World Cup 2022



Skills For Growth



Quayside, Newcastle Upon Tyne



Central Arcade, Newcastle Upon Tyne

# NORTH OF TYNE



# COMBINED AUTHORITY



Front cover: North of Tyne Under The Stars – Produced by Pinwheel and DAT Events, commissioned by the North of Tyne Combined Authority

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